

## IMPROVING THE QUALITY OF EDUCATIONAL CONTENT BY MEANS OF THE COMPLEX OF OPEN SOCIAL RESOURCES

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Blended learning contributes to the increase of students' independent work efficiency through the use of e-learning content. Quality of educational content, which a student personally works with, greatly influences the efficiency of his work in the classroom and results of mastering the discipline in general. The use of e-learning materials in open access contributes not only to their accessibility, but also creates preconditions to improve their quality. Due to the involvement of a great number of students and teachers a deep content analysis and its further qualitative development becomes possible.

In order to improve the quality of teaching methodical support of teaching we offer the approach that provides continuous development of educational content in different virtual environments. The approach provides creation of the content, its presentation in open access with the opportunity to analyze the statistics of its use, integration with social networks, educational platforms, further modernization of the content by the author himself and by other members of the educational process.

Developed at Sumy State University (SSU) open learning software ecosystem provides the opportunity of creating the content by teachers (e-learning materials) by means of open designer of learning materials «Lectur'ED» (<http://elearning.sumdu.edu.ua>) and their further publication in open educational resource «SSU OpenCourseWare» (<http://ocw.sumdu.edu.ua>). E-learning materials, placed by teacher on OCW, are available for further independent study and doing tasks in any discipline by students. To organize

meaningful discussion published educational content can be shared in different social networks. Other authors (teachers, students) can import published educational content and improve it according to their own requirements.

Resource « SSU OpenCourseWare» makes it possible to analyze the views of educational content by students and its applications by other authors in their own materials. An implemented informational model of educational content presentation allows also to export the material to educational platform of distance learning «Salamstein» (<http://dl.sumdu.edu.ua/>) in the form of online course.

Possibility of continuous rotation of the content between educational platform, open educational resources, social networks and designer of learning materials allows to organize its diversified interaction with different user audiences, that ensures its continuous evolution, improvement and quality selection by students and other authors.

The results of educational content use in online courses, discussion in social networks, classrooms provide a comprehensive analysis of the content quality and ways of its possible modernization.

For teachers open learning software ecosystem considerably simplifies the application of created materials for different target audiences.

Proposed approach to improving the quality of educational content for students' independent work by means of open social resources complex provides further involvement of a greater number of students through social networks, and also finding the ways to enlarge the target audience to increase the possibility of creating high-quality content.

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